



COMITÉ PERMANENT DES MÉDECINS EUROPÉENS
STANDING COMMITTEE OF EUROPEAN DOCTORS



CPME/AD/Pre/240202/10/EN

At the request of the CPME Presidency (emergency issue), Brussels, 24th
February 2002, the CPME adopted the following policy : **Joint statement by the
CPME, PGEU, PCN – “Medicines with respect”** (CPME 2002/058 EN)



MEDICINES WITH RESPECT

A joint statement by the Standing Committee of European Doctors¹, the Pharmaceutical Group of the European Union² and the Standing Committee of Nurses of the European Union³

The recent Communication from the Commission on sales Promotion in the Internal Market⁴ has focused the attention of the organisations representing doctors, pharmacists and nurses at EU level on the way medicines are presented to the public.

The Standing Committee of the European Doctors, the Pharmaceutical Group of the European Union and Standing Committee of Nurses of the European Union are firmly of the opinion that, contrary to the Commission's view, medicines should not be promoted to the public by techniques such as "buy one get one free", "three for the price of two", "buy this pack and enter a competition for a free holiday", or any other marketing ploy that is designed to stimulate an impulse purchase or to persuade someone to buy more of a medicine than is needed at the time. These techniques may be suitable for increasing sales of foodstuffs, toiletries or cosmetics but the three organisations insist that they are inappropriate for applications to medicines.

People must be encouraged to treat medicines as special products to be stored and used with care, in accordance with directions and with appropriate professional advice when necessary. They will not be persuaded to do that if aggressive marketing techniques are permitted to be used in their sale and they are thus encouraged to regard medicines as ordinary articles of commerce.

The Commission should, in its proposals for a Regulation on Sales Promotion, make a specific exemption to exclude from the legislation, all products subject to a Marketing Authorisation under EU pharmaceuticals legislation.

February 2002

¹ CPME is the umbrella organisation representing European doctors. The members of CPME are the European medical doctors organisations in the 17 EU/EEA Member States and in other 14 European countries.

² The PGEU is the European association representing community pharmacists. The members of the PGEU are the professional bodies of pharmacists in the 15 EU Member States and in other 12 European Countries.

³ The Standing Committee of Nurses of the EU (PCN) represents the national nursing associations in 30 European countries, including those in the 15 EU Member States

⁴ COM(2001) 546 final

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